Internship Report on-

"THE IMPACT OF DIGITAL MARKETING ON BTL MARKETING CAMPAIGNS"

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DIGITAL MARKETING ON
BTL MARKETING CAMPAIGNS"

Submitted to:

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BRAC Business School

BRAC University

June, 2016

Letter of Transmittal

26th June, 2016

Ms. Ummul Wara Adrita

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Madam,

It is my pleasure to submit to you my Internship Report on "The impact of Digital Marketing on BTL Marketing Campaigns" as part of the mandatory requirement for the successful completion of the BBA program from BRAC Business School. It has been a pleasure for me to apply the academic knowledge I received from your great institution in the practical field.

In this paper, I tried analyze the massive impact of the relatively new area of Marketing- the Digital Media on BTL Campaigns I was fortunate enough to assist in planning as an Intern for the largest Marketing Communication group in Bangladesh- Asiatic 3sixty's experiential marketing wing- Asiatic EXP (Experiential Marketing Limited). In addition, I have included my gathered information & observations regarding the firm I worked for- Asiatic EXP.

This report has given me the opportunity to enhance my knowledge regarding my selected topic and helped me better apply my acquired knowledge and experience in this regard.

Lastly, I wholeheartedly thank you for giving me this opportunity.

Sincerely,

Protyoi Sinha Raeq

ID# 12104091

BRAC Business School

BRAC University

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Executive Summary

Being fortunate enough to be an intern of the planning department of the biggest BTL marketing agency in the country- Asiatic Experiential Marketing Limited (Asiatic EXP) I was able to see transition which is happening in the marketing communications arena first hand.

With the rise of the digital media with the advancement of technology and the change in the lifestyle of the modern people, the way to communicate to them are also changing.

In alignment with those changes, the relatively new digital marketing field is gaining tremendous headway and other communication processes are also becoming reliant to it to ensure optimum success for campaigns are achieved.

To properly ascertain the level of impact that Digital Marketing is having over the communication mediums, especially BTL marketing was the purpose of this report for which I have tried to analyze the internet behavior of the select populous and also the level of attention the current BTL campaign promotions was grabbing over the digital mediums along with their level of effectiveness.

The results of those have shown that the digital marketing arena indeed is becoming quintessential as a modern day communication arsenal, amplifying the precision and effectiveness of the existing modules of communication.

Introduction

With the world itself changing at a rapid pace, so are the behaviors of the people. With that changing behavior in mind, the way to communicate to the people is also changing. And, with the conventional communication processes becoming saturated, it has become more and more essential to find the right target group at the place they frequent the most.

Asiatic Experiential Marketing Limited (Asiatic EXP), one of the major revenue generating wings of Asiatic 3sixty, is the pioneer in the BTL marketing segment in the country and till date leading the industry from the front. However, in order to deal with the changing system as stated above, the processes of the business entity is also changing.

Being an intern of this great institute, I was fortunate enough to witness the changing process first hand and learned how to deal with this ever changing market place. With the requirement of finding the right target group at the right target place in this era, we need to make the best use of the modern marketing trade- the Digital side of it all.

The digital sphere is where almost all the target groups frequent and any sort of campaigns at the moment are rolling out keeping that in mind, even campaigns that are BTL.

Communication processes in todays' world have become more integrated than ever before. Thus the use of the Digital Marketing processes for achieving greater effectiveness in BTL campaigns is the way to go forward.

I have tried to showcase the present scenario of how impactful the Digital Marketing arena has become in the BTL marketing arena through my analysis, from targeting the target group in the vast digital sphere, showing them contents that will create a buzz in the market and will work as a hook to bring them to the actual campaign, to giving them something to look back on through post event exploitation.

Objectives of the study

General Objective:

- To figure out the amount of impact the Digital Marketing arena has made on BTL marketing campaign platforms.

Specific Objectives:

- To analyze internet usage pattern of the people of Bangladesh.

- To analyze internet behavior of the sample.

- To analyze Facebook usage of the sample.

- To determine the impact of the contents shown through digital media by marketing agencies.

- To find out the success rate of digital contents creating top of the mind awareness (TOMA) and driving audiences towards BTL campaign events.

Methodology of the report

The report has been prepared by implementing the acquired knowledge from the university into practical use, as well as the experience gathered from the workplace. Firstly, the topic and research objectives were chosen and accordingly relevant data were attained on the issue at hand.

The data collection method was two-fold.

- Primary
- Secondary

Primary Data:

- Survey collected from 30 respondents.

The samples selected for this report were chosen using the convenience sampling method, as it was easier for me to acquire the data samples from the respondents who were the students of BRAC Business School.

Secondary Data:

- Appropriate file study from different entities including the different wings of Asiatic 3sixty group.

Both the data sources were taken into consideration and analyzed accordingly for the completion of this report.

Company Profile

Asiatic 3sixty is the leading marketing communications group in the country, providing total marketing solutions to brands and helping them reach their true potential. They started their journey on May 15th 1966, then known as East Asiatic, serving the generic businesses in the absence of established brands in that era.

In the last 50 years, the group expanded their operation vastly and allowed themselves to become the pioneering 360 degree marketing solution provider in the country.

In 1966, the group affiliated with the oldest agency in the world, with 150 years' experience in marketing communications & that has grown to be the 4th largest international communications group- J. Walker Thompson (JWT), helping them to give pioneering innovative solutions to its clients by the acquired guidance of the international umbrella.

The group is comprised of 14 wings that facilitate their clients with services such as-communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing.

In total, the Asiatic 3sixty group currently employs 875 people in all of its wings and has the honor of being one of the most preferred employer in the country.

The wings of the group are stated according to the different branches of marketing in the following page.

Communications	Asiatic Marketing Communication Limited	asiatic Talkingpoint communications limited
Experiential Marketing	asiatic EXP	footprint
Media Planning	maxus	MINDSHARE MEC
Public Relations	ForethoughtPR for the day after	
Printing	Mokt ype Printers Ltd.	
Research	MRCB THE POWER OF WHY	
Audio-Visual Production		
Outsourcing	STENCIL Bangladesh Limited	
Broadcast	RADIO SHADHIN (92.4FM)	
Digital	COOKIEJAR	

COMMUNICATION:

Asiatic Marketing Communications Limited & Asiatic Talking Point Communications Limited are the top ATL marketing communication wings in the country, helping the clients with all their ATL communication needs. From print ads, billboards to posters & booklets, these two firms stand strong on delivering the best creative that the industry has to offer.

EXPERIENTIAL MARKETING:

Experiential Marketing is a relatively new term in marketing in not only our country, but in the world; and Asiatic group has the honor of being the pioneer in this regard. This particular field of marketing was previously distinguished individually as Events, Activations and other BTL marketing campaigns. For serving this purpose and giving the clients what they seek for Asiatic Experiential Marketing Ltd. (Asiatic EXP), previously known as Asiatic Events Marketing Ltd. & Asiatic Footprints offer their innovation in creating valuable experiences while embedding the brand values of brands.

MEDIA PLANNING:

Maxus, Mindshare & MEC, three wings that are popularly known as "Group M" within the Asiatic ecosystem offers one basic function to their clients- Media buying. The Group M firms offer the best possible media real estate at the best possible price for their clients in today's extremely volatile & saturated media jungle.

PUBLIC RELATIONS:

Ensuring that the right message is being conveyed to the right audience at the right time through the right media is crucial for any advertising success, but there is another factor that helps ensure that success- public relations. Building liaisons with personalities that might affect the outcome of any venture is essential and it is brought to the clients of Asiatic by the groups public relations wing Forethought PR.

PRINTING:

Moitri Printers Ltd. - the best printing solutions brought to the clients by Asiatic, through its top-notch & technologically advanced printers & trained personnel's, offering the best for the best.

RESEARCH:

Adding science to the art of communication is what helps the modern advertisers reach the epitome of success. And, ensuring that science is the research wing of the Asiatic group, MRC-Mode. MRC-Mode offers the latest analysis in the marketing scenario accurately that facilitates the endeavors of our clients.

AUDIO-VISUAL PRODUCTION:

Providing superior quality content & services to their partners in the field of Audio-Visual productions while meeting international broadcasting standards is the mission of Asiatic Ddhoni-chitra, who have excelled in this for over a decade.

OUTSOURCING:

Stencil Bangladesh Ltd, a member of the Bangladesh German Chamber of Commerce & Industries (BGCCI) provides clipping path, image masking, shadow & reflection, image editing, raster to vector and other vast range of services to international clients as an outsourcing agency.

BROADCAST:

Radio Shadhin 92.4FM, has the honor of having the second largest audience share in the industry within only its third year of operation. With its vast range of unique radio experience for the savvy listeners of this era, they are soon to become a giant in the broadcasting field and yet another success story of the Asiatic group.

DIGITAL MARKETING:

In this era where finding the right target audience is becoming increasingly difficult through conventional methods, Cookie Jar- the digital marketing wing provides the best solution to the clients. From searching & acquiring the right audience to showing them leveraging content that will make a change is what they specialize in.

Asiatic Experiential Marketing Limited (Asiatic EXP) promotes passionate ideas to create priceless moments- moments that change consumers' perception; moments that touch lives of people; moments that get immortalized into "Living ideas". These experiences shape consumers' perception about the brand and build the brand's equity- after all, a brand is what people experience and say about it. At the core of these passionate moments, lies the enthusiasm of a self-motivated team that has embedded ROI (Relationship-Ownership-Innovation) in its value system.

Asiatic EXP is associated with mega international events- not just for arranging them but for giving them new dimension. A Guinness World Record speaks for the precision and magnitude of their executions.
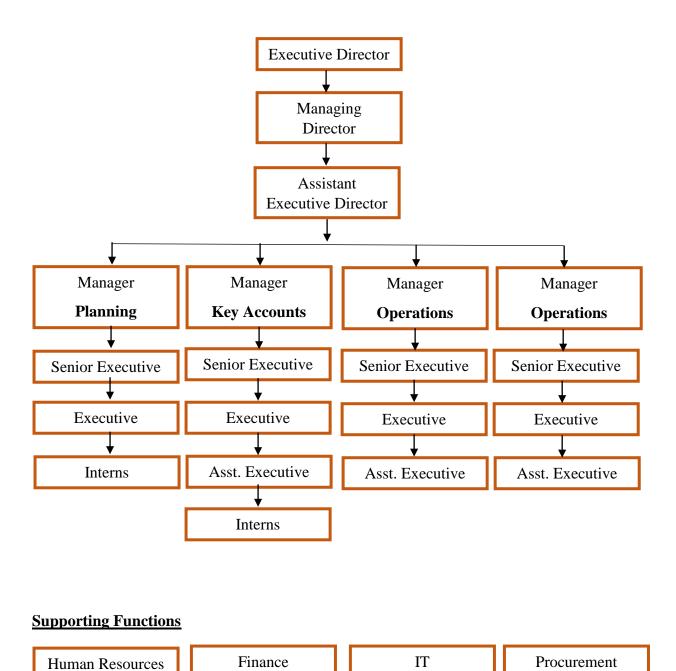
Be it igniting a passionate moment of patriotism, showcasing cultural attributes or taking internet/digital services to new consumer groups- Asiatic EXP, for almost two decades, have been breaking clutter to facilitate sustainable brand growth.

Asiatic EXP, previously known as Asiatic Events Marketing Limited (AEML) offers versatile BTL marketing solutions and proved themselves to be the best in the business, serving the corporate giants notably- Grameenphone, Facebook, British American Tobacco Bangladesh, Unilever Bangladesh, PepsiCo, Nestle Bangladesh, Standard Chartered Bank Bangladesh, Suzuki Motors Bangladesh, Uttara Motors Bangladesh, HSBC Bangladesh amongst many more. Other than these business entities, Asiatic EXP has the pleasure of working with United Nation affiliates as UNDP and UNICEF; Embassy affiliates as USAID & UKAID; and the Government of Peoples Republic of Bangladesh.

Asiatic EXP is the only agency in the country to have a Guinness World Record for their "Lakho Konthe Shonar Bangla" campaign and notably the most awarded agency in the prestigious Commawards by Bangladesh Brand Forum.

Core Functions

```
                          ┌──────────────────────┐
                          │  Executive Director  │
                          └──────────────────────┘
                                     │
                          ┌──────────────────────┐
                          │       Managing       │
                          │       Director       │
                          └──────────────────────┘
                                     │
                          ┌──────────────────────┐
                          │      Assistant       │
                          │  Executive Director  │
                          └──────────────────────┘
```

Manager **Planning**	Manager **Key Accounts**	Manager **Operations**	Manager **Operations**
Senior Executive	Senior Executive	Senior Executive	Senior Executive
Executive	Executive	Executive	Executive
Interns	Asst. Executive	Asst. Executive	Asst. Executive
	Interns		

Supporting Functions

Human Resources	Finance	IT	Procurement

Job Description as an Intern

As an Intern of the Planning department of Asiatic EXP, my job was to assist the core planning team in coming up with strategic planning concepts of various projects, which included determining thematic expressions for the event, event contents, finding out innovative ways to show those content; also to prepare and present the entire pitch to the clients.

For better understanding on my part on what to do, the office also allowed me to take briefs along with the servicing team as well as sit with the operations & creative team when needed to truly get the best out for the project at hand.

I also had the pleasure of learning from our digital team at Cookie Jar who taught me the basics of Google Analytics & Facebook targeting, which helped me with my projects in an immense manner, something which other interns did not get the opportunity of doing.

SWOT Analysis of Asiatic EXP

In the BTL communication arena of Bangladesh, Asiatic EXP is without a doubt the market leader. However, as any other firm, it has is strengths & weaknesses as well as may pursue a few opportunities there for the taking and be cautious of threats that might undermine them. These factors are stated below.

Strength:

- **Brand Value:** The sheer power of brand perception of the entire Asiatic group along with its tie with JWT is undoubtedly the biggest strength of this firm. Being the oldest & the largest agency in this regard, their brand value keeps on increasing in the industry clouding out the rest.
- **Operational Magnitude**: One of the major strengths of this firm is its vast operational magnitude and its diversity that helped them to achieve greatness in this arena.
- **Accolades:** The various achievements & accolades received from international and national entities for their flawless executions has become another major strength of Asiatic EXP.

- **Diversely talented workforce**: The workforce of the firm though short in number in comparison to the workload, is immensely talented & efficient which works in the favor of the firm in the industry.

WEAKNESS:

- **Lack of Manpower:** With the vast amount of projects that the workforce undergo, the number of people per project are low which ultimately drains out the existing manpower's abilities.

OPPORTUNITY:

- **Undertaking more projects owned by firm itself:** As a showcasing of the executional power the firm should undertake more projects owned by the firm itself and not only wait for briefs to come from clients, especially after the immense success of "Lakho Konthe Shonar Bangla".

THREATS:

- **Competitors:** Though Asiatic EXP enjoys being the market leader in this area, there is always the risk of competitors taking the opportunity to take them out if they become complacent with all that they have achieved till date.

- **Political Factors:** The fickle nature of our countries political environment always poses a risk factor to agencies such as these.

Analysis

With our lifestyle becoming ever more hectic & the people are becoming always on the go, it has become extremely hard to determine where & when to find the right audience. However, with the regular advancements in the field of technology, it has become possible to accurately find the correct target group from the Digital sphere itself, a place where everyone has to frequent to serve any purpose- be it social or be it work related.

According to National Media Survey, BTRC (2015), in Bangladesh 19 new internet user emerges every seconds, 932 every hour and 22,376 every day. The survey also claims that in January 2014 the number of total internet users in the country was 35.5 million, whereas in June 2015 the number rose to 48.34 million- user growth of 36% in only 18 months. Also in that time, the internet on Mobile growth was an astonishing 506%, which shows that the people are using their newly acquired mobile phones to great effect, regardless of social and economic class & breaking all stereotypes.

Also, according to a report from last year, the famous Czech based social media analytics and publishing company- Socialbakers, in Bangladesh approximately 10 people enroll into the famous social networking site Facebook every second, and every day cumulatively 652 hours are spent in that site, while everyday 15,642 people log into it at least once. In January 2011 the number of Facebook users in the country was 3.8 million, with a user growth of 52% in January 2014 the users escalated to 5.8 million. In that year, Bangladesh saw a rapid increase in the user volume when at December 2014 there were 11.4 million users with a staggering growth of 97% in less than a year. Recent data shows that since then 40% user growth was recorded with 16 million users in July 2015.

Both the above mentioned data sources showcases that the number of people in the digital sphere are growing rapidly, which highlights the fact that no matter how fast paced and unpredictable our real life may be, we always have time to spend on and also are keen on staying connected to the internet for different purposes.

Another example of the increasing internet users in Bangladesh is the real time Google Transparency Report which highlights the ever increasing nature of Google product usage, such as YouTube video streaming.

Image: Google Transparency Report, Bangladesh (May, 2016)

Keeping that in mind, the Digital Marketing strategies are developed that has also impacted the effectiveness of BTL marketing campaigns, instead of using conventional tactics of generating buzz in the marketplace for campaigns, are using far more superior yet contemporary digital marketing methods.

According to need of different projects, it has become imperative that we use different methods of Digital Marketing to full effect in order for BTL campaigns to have optimum exposure.

Agency marketers have analyzed the usage pattern of the Internet users and according to their internet behavior have segmented them in the following manner.

Netfants are the people who just joined the Digital sphere. They consume considerably less volume of internet data, however, their curiosity regarding the digital world is the highest. Their need for direction regarding the usage of the internet is also the highest, whereas their need for control is lower than the rest. They are mostly influenced by the Neteens.

Neteens are the internet users who like to express themselves a lot and will take up any opportunity in the digital sphere to do so. They are the social media frenzy ones who use considerably more volume of data for such purposes. Their curiosity level is lesser than the Netfants yet far greater than the rest. They are still in requirement of direction for further up gradation in their internet lifestyle which also makes their need for control a bit higher as well. They are influenced by the Netizens.

Netizens are the users that are considerably more mature when it comes to using the internet through different modules. They are adept at the basics of the usage and will only need certain icons for guidance, without words describing them, unlike the ones below the pyramid. Their data consumption is high, whilst their need for direction is extremely low. Their need for control is almost at the peak level, and their influencers are the ones at the top of the pyramid- the Pathfinders.

The Pathfinders are the ones who take internet usage to the next level, finding out new ways to generate the best use out of the gathered information from the "Netosphere". They are the internet mavericks who pave the way to the new world, the most updated of the lot.

Not only it is important that we understand the behavior of the people but it is also equally important that we target the right audience for the right purposes. There are various ways of targeting the right audience in the digital sphere. The most popular one in use is the Facebook targeting through "Facebook Ad Manager" where we can find the accurate data on potential reach for any promotions through Facebook. It takes into account the demographics, geographic placement & interest/behaviors for such analysis.
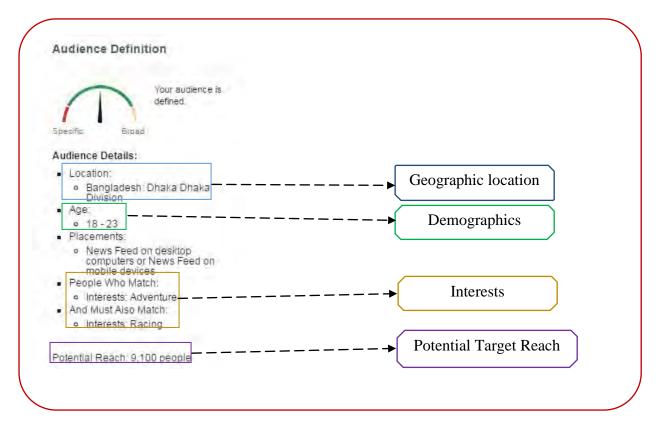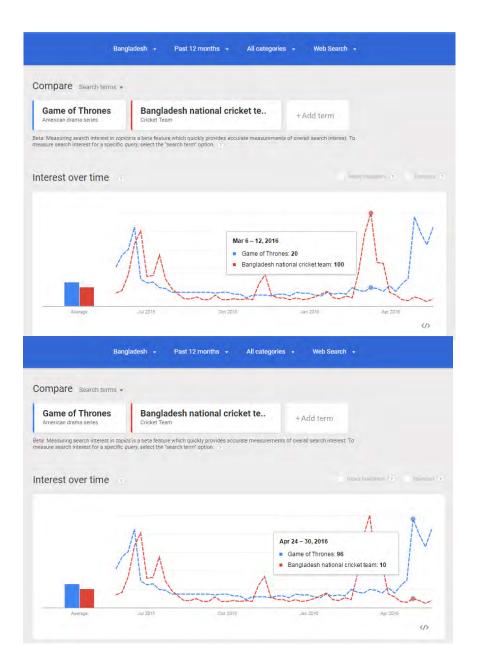
Image: Target Audience Reach, Facebook Ad Manager

As we have defined our target, it is imperative to show them contents that they can relate to, contents which are worthy of creating a buzz, contents that will surely catch their attention & contents that they crave for. To determine those type of contents, the agencies take help from different modules of Google Analytics- Google Trends, Google Keyword Planner & Google Transparency Report.

From Google Trends, agencies get to figure out the recent trends of the internet users.

Image(s): Google Trends March 2016-April 2016

From the images we can see that during March 2016, the internet users of Bangladesh were more interested in searching, reading articles, watching videos on Bangladesh Cricket Team compared to the internationally popular TV series Game of Thrones. However, the very next month the scenario changed as there were no cricket to look forward to for quite a while and the announcement that the Game of Thrones Season 6 will be released. If we showed contents relating to the Bangladesh Cricket Team in the month of April it might be impactful due to the popularity of our team, however, keeping up with the modernity of the crowd, if we showed them contents related to Game of Thrones the impact would have been far greater as they would relate to it better.

We may also gather ideas recent trends & what interests our target group by what amount the people have been searching in all of Google's networks through Google Keyword Planner.
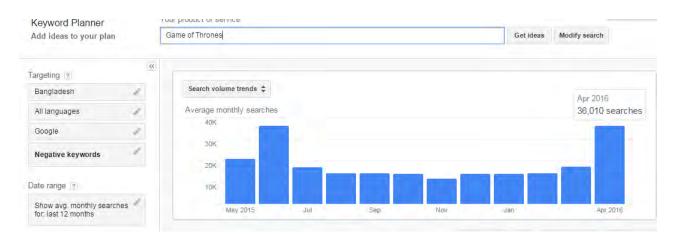

Image: Game of Thrones, Google Keyword Planner (April 2016)

From the image above we can see that in the digital sphere the most watched TV series in the world was able to impact the people of our country as well, showing that we are in no way lagging behind the world on being updated. Game of Thrones recorded over 36 thousand searches in the month of April alone this year making it the most searched word in Google networks that month of any product/service.

After gathering all these information, agency marketers try to come up with the best and trendiest concepts that will grab the attention of the target audience, considering all the factors involved.

Showing them contents such as Artist VoxPop videos inviting them to the event, to relatable content with innuendos that tracks back to what they like to see or hear; humorous contents; contents that will interest them, inspire them & ultimately will work as a hook that will bring them to the main campaign event.

I conducted a survey to figure out how effective these methods were in grabbing the attention of the right audience and bringing them to BTL campaigns as events. The survey conducted was on the Internet & Facebook usage on 30 students of BRAC Business School. The results of that survey are detailed below.
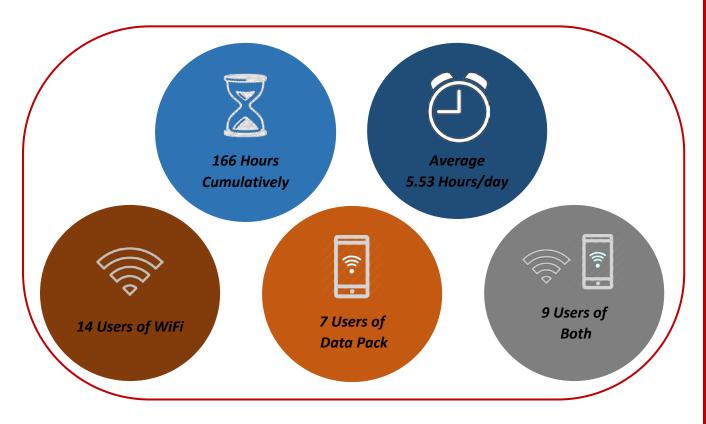

Image: Survey Results

Everyday cumulatively they spend 166 hours on the internet, on average 5.53 hours per day. 14 of those users use WiFi for connectivity, 7 users use Telco Data Packs whereas the rest of the 9 use both those methods.

Image: Survey Results

All of the respondents use Facebook, everyday consuming cumulatively 108 hours, on average 3.6 hours per day. 25 of those surveyed said that promotions of different BTL campaigns caught their attention, whilst 5 said they did not. Amongst the 25 people who saw the campaign promotions, 21 of them actually attended those events, a staggering 84% success rate of those promotions in this regard.

Limitations of the Study

- Only 30 samples were selected who were all from the BRAC Business School background for analysis. Their results should not be generalized onto the entire internet population.

- Due to confidentiality clauses, I was unable to incorporate the data which were used and could not mention the names of the projects I was involved in where the Digital Marketing techniques were applied.

- Time constraint played a great part in restraining me from acquiring even more data and surveys, also I was not able to analyze the data at hand at greater length.

- I was not able to incorporate further more analytics that are not mentioned here as I was only trained in the ones mentioned.

Findings

The above mentioned analysis allowed me to come up with the following findings.

- Internet users in Bangladesh are not lagging behind the users of other developed countries, we are as updated to recent trends as any other nation.

- The distinction between ATL, BTL & Digital marketing are becoming ever more blurry as all the marketing tactics are moving forward towards Integrated Marketing.

- Digital Marketing techniques allow us to accurately acquire and promote to the right target group in any place they frequent in the digital sphere.

- The survey results on total hours spent on the internet showcases how the modern lifestyle of the modern people are so reliant on this phenomenon.

- The amount of time spent on Facebook to the amount of time spent in total on the internet highlights the fact that the major reason of the modern tech-savvy populous is to stay connected with their friends.

- The number of people who paid attention to the promotions on BTL campaign suggests that the marketers are indeed able to reach the right target group affirmatively.

- The number of people who were interested enough to attend BTL events due to Digital Promotions showcases the enormity of success of the campaigns and the impact they had for the success of the said BTL campaign.

Recommendations

From the findings mentioned above, I recommend the following be undertaken:

- The Digital Media should be exploited more frequently by all the BTL marketing firms for the greater expansion and enhancement of the campaigns.

- More employees should be taught in analyzing the Digital Marketing sphere for greater effectiveness of the agencies and less reliance on a numbered few.

- With the ATL media becoming more and more saturated, the digital media should be more enriched in contents that will keep the interest of the people allowing the marketers to have the opportunity to communicate with them with greater effect.

- Facebook being the hub of most online usage, the famous social networking site should be the most utilized platform through which promotions for campaigns should be brought forth.

- Internet behavior should be internationally more analyzed for making the existing processes more effected.

Conclusion

With the ever evolving - fast paced world the behaviors of the people are also changing. And, keeping that mind, the way to communicate to the people should also change. With the conventional communication processes becoming saturated, it has become crucial to find the right target group at the place they frequent the most.

The "Netisphere" is where almost all the target groups frequent and communication campaigns of any sort should roll out keeping that in mind.

Communication in the modern world have become more integrated than ever before. Thus the use of the Digital Marketing processes for achieving greater effectiveness in BTL campaigns is the way to go forward.
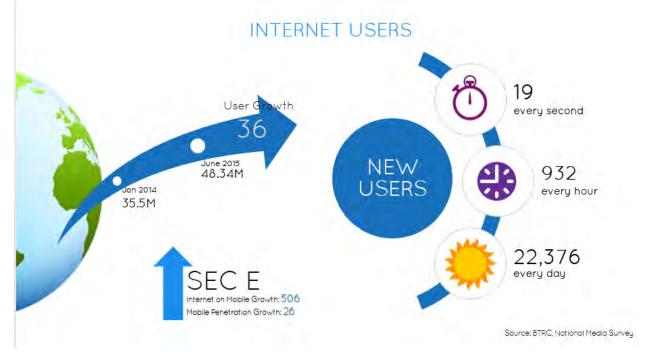
However, further researches should be conducted, not on the effectiveness of the existing digital marketing methods, but on how to put the entire digital sphere into optimum usage and utilizing every method in the best possible way.

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- *Understanding Internet Behavior, Cookie Jar (2015)*
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- *Facebook Ad Manager (May, 2016)*
- *Google Trends (April, 2016)*
- *Google Keyword Planner (April, 2016)*

Appendix

APPENDIX 1: INTERNET USER RATINGS BANGLADESH, NATIONAL MEDIA SURVEY, BTRC (2015)

APPENDIX 2: BANGLADESH FACEBOOK POPULATION DATA, SOCIALBAKERS (2015)

UNDERSTANDING THE BEHAVIOR

INFLUENCE

NEED FOR CONTROL

NEED FOR DIRECTION

CURIOSITY

VOLUME

PATH FINDERS

NETIZENS (+ / -)
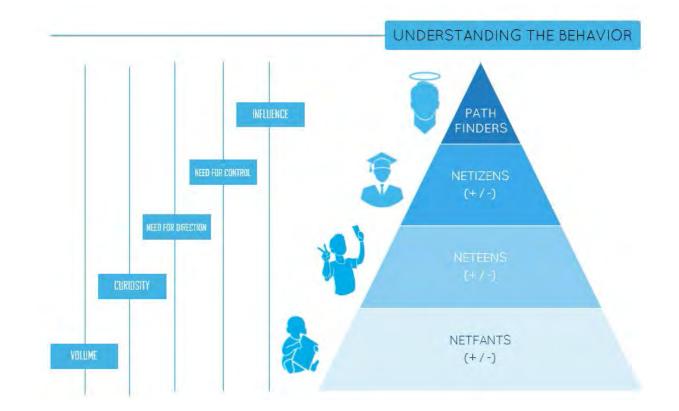
NETEENS (+ / -)

NETFANTS (+ / -)

APPENDIX 4: SURVEY DATA ON INTERNET USAGE

Sl.	Name		ID	Method of Usage			Time Spent/day (hour)
				Wifi	Data-pack	Both	
1	Md. Zubair Rahman		12104172			X	6
2	Zissan Ahmed		12104151			X	5
3	Nafisa Tasnuva Hossain		13204024	X			5
4	Ahmad Ullah Adit		12104133	X			6
5	Adnan Ahmed		12104254		X		3
6	Md. Nakib Imtiaz		12104074	X			7
7	Bushra Ashraf		12104030			X	6
8	Nabila Yasmin		12104215	X			3
9	Shamdanee Tabriz		11104092			X	7
10	Sakura Afrin Oni		12104257	X			6
11	Mahin Mutasim Billah		12104067		X		5
12	Md. Samiul Alam		12104165		X		6
13	Samira Sharmin		12104185		X		6
14	Saurav Nandi		12104086	X			6
15	Ishtiaq Ahmed		12104011	X			7
16	Samsun Nahar		12104186		X		4
17	Md. Touhidul Bari		12104118			X	8
18	Anamika Almas		12104126	X			6
19	Smita Mahmud		12104162		X		3
20	Randy Godfrey		12104100	X			6
21	Saima Farhana		12104073			X	6
22	Syed Nibrash Zaman		12104197	X			5
23	Mahmudul Hasan		12104194		X		5
24	Tasmia Binte Selim		12104031	X			6
25	Redwana Haque		12104069			X	6
26	Nafisa Nawal Hossain		12104253	X			4
27	Tanzeela Hassan		12104233	X			5
28	Abid Salauddin Khan		12104124			X	6
29	Protiti Khan		11304018	X			6
30	Tausif Imam		12104038			X	6

Sl.	Name	ID	Facebook User		Time Spent/day (hour)	Promotions caught their attention		Visited Events by seeing promotions on Facebook	
			Yes	No		Yes	No	Yes	No
1	Md. Zubair Rahman	12104172	X		4	X		X	
2	Zissan Ahmed	12104151	X		3	X			X
3	Nafisa Tasnuva Hossain	13204024	X		1.5	X		X	
4	Ahmad Ullah Adit	12104133	X		3	X		X	
5	Adnan Ahmed	12104254	X		5		X		X
6	Md. Nakib Imtiaz	12104074	X		5	X		X	
7	Bushra Ashraf	12104030	X		4	X		X	
8	Nabila Yasmin	12104215	X		2		X		X
9	Shamdanee Tabriz	11104092	X		3	X		X	
10	Sakura Afrin Oni	12104257	X		4	X			X
11	Mahin Mutasim Billah	12104067	X		4	X		X	
12	Md. Samiul Alam	12104165	X		5	X		X	
13	Samira Sharmin	12104185	X		5	X			X
14	Saurav Nandi	12104086	X		4	X		X	
15	Ishtiaq Ahmed	12104011	X		6	X		X	
16	Samsun Nahar	12104186	X		4	X			X
17	Md. Touhidul Bari	12104118	X		6	X		X	
18	Anamika Almas	12104126	X		5		X		X
19	Smita Mahmud	12104162	X		2		X		X
20	Randy Godfrey	12104100	X		2	X		X	
21	Saima Farhana	12104073	X		3	X		X	
22	Syed Nibrash Zaman	12104197	X		4	X		X	
23	Mahmudul Hasan	12104194	X		3	X		X	
24	Tasmia Binte Selim	12104031	X		3	X		X	
25	Redwana Haque	12104069	X		2	X		X	
26	Nafisa Nawal Hossain	12104253	X		1.5	X		X	
27	Tanzeela Hassan	12104233	X		4	X		X	
28	Abid Salauddin Khan	12104124	X		3		X		X
29	Protiti Khan	11304018	X		2	X		X	
30	Tausif Imam	12104038	X		5	X		X	